**Development of an environmental education**

**“behavioral science utilization tool” for children**

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**Abstract**

*Environmental education at schools has been introduced to help raise awareness of environmental problems, such as climate change. However, the problem with current environmental education is that people’s awareness and knowledge of environmental problems are not consistent with their actions, that is, some disincentives prevent people from taking the appropriate actions. This study examines the possible development of an environmental education method that focuses children on the factors that inhibit* *environmentally-conscious behaviors to motivate them to independently solve environmental problems. Behavioral science, which studies human decision-making and behavior, has recently applied the nudge theory concept to behavioral analysis. Therefore, this study also examined how behavioral science concepts such as nudges could be employed to promote behavioral change in children and others (mainly family members). First, the environmentally-conscious behaviors to be implemented were identified, after which a survey of family members are conducted to clarify the types of behaviors, the associated disincentives, and the measures that could be taken. Based on the behavior types, future studies plan to examine specific examples of the measures that can be taken for each identified disincentive.*

**Keywords**

Environmental education, Behavioral science, environmentally-conscious behaviors, Disincentives